



7-2016

## Western Libraries Website Re-Design Update (July 2016)

Rebecca M. Marrall

*Western Washington University Libraries*, [rebecca.marrall@wwu.edu](mailto:rebecca.marrall@wwu.edu)

Follow this and additional works at: [https://cedar.wwu.edu/library\\_udwgdocs](https://cedar.wwu.edu/library_udwgdocs)

 Part of the [Library and Information Science Commons](#)

---

### Recommended Citation

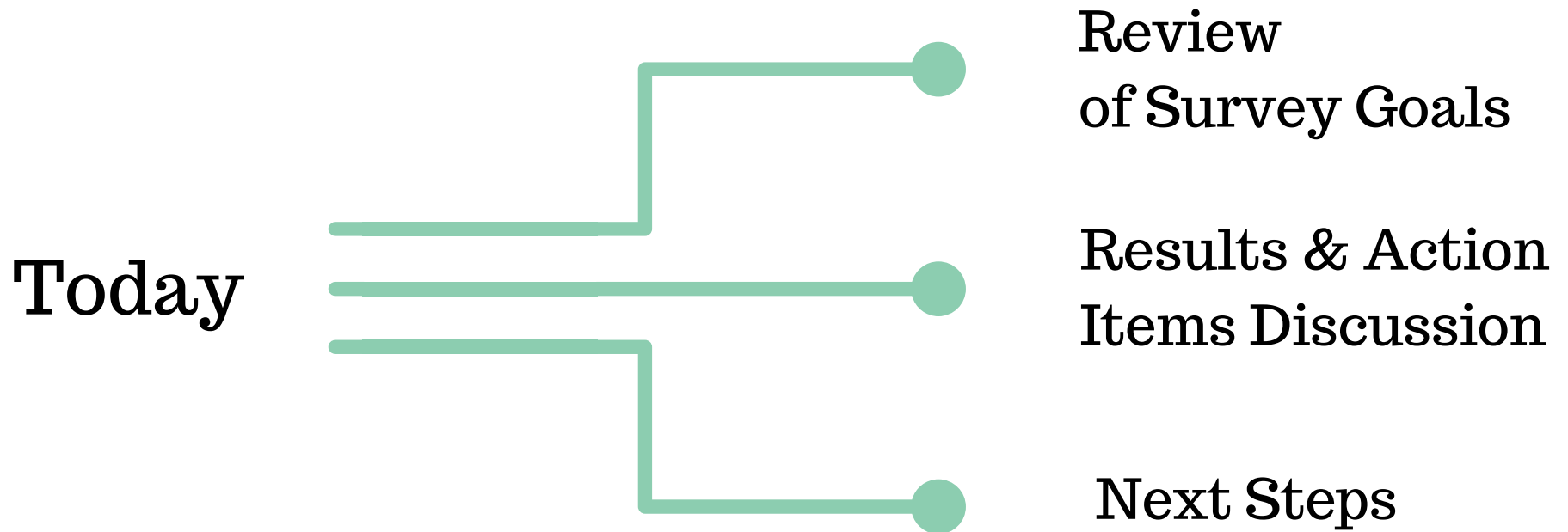
Marrall, Rebecca M., "Western Libraries Website Re-Design Update (July 2016)" (2016). *Usability & Design Working Group Documents*. 2.

[https://cedar.wwu.edu/library\\_udwgdocs/2](https://cedar.wwu.edu/library_udwgdocs/2)

This Report is brought to you for free and open access by the Western Libraries Departmental, Committee, and Working Group Documents at Western CEDAR. It has been accepted for inclusion in Usability & Design Working Group Documents by an authorized administrator of Western CEDAR. For more information, please contact [westerncedar@wwu.edu](mailto:westerncedar@wwu.edu).

# Website Redesign: Survey Results & Updates

---



Goals for today's Listening Session:

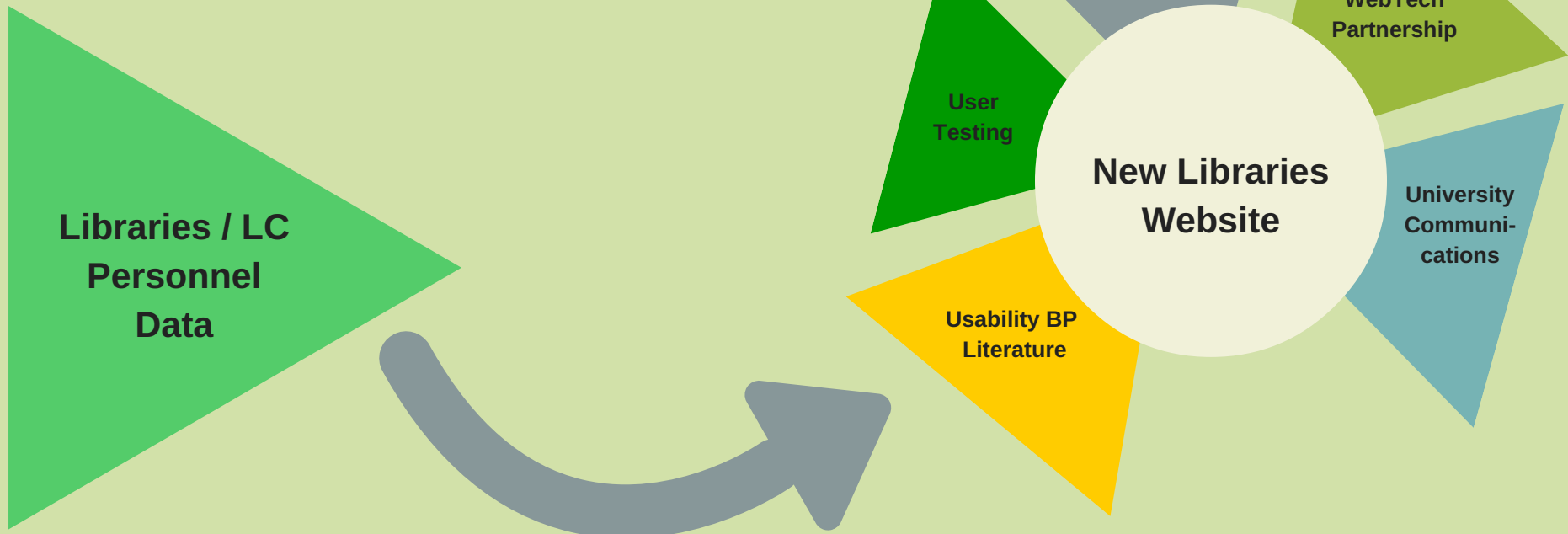
- + To share identified action items drawn from the Libraries' May 2016 Website Re-design Survey.
- + To outline the future activities affiliated with this project.

## Goal of Survey?

To design an effective website, you need to use data from multiple sources. To this end, the Libraries Website Redesign Team sent out a survey to all Libraries / LC personnel in order to get feedback about website needs.

Here are some details:

- + Goal was to elicit feedback from Libraries and Learning Commons personnel about what they want their users to experience through the new Libraries website.
- + Seven questions total.
- + Vetted, and revised, by Library Council.
- + Closed on Friday, May 13th, 2016



# Survey Methodology

**Platform:** Electronic survey through Google Forms. Seven questions were provided to participants, one at a time (to allow mental space for thoughtful responses).

**Intended Audience(s):** All Libraries and Learning Commons personnel.

**Questions:** The questions were written in order to have personnel identify the following...

- + Which patrons needs are served in the participant's work.\*
- + The three most common patron populations served at that specific point.
- + To outline how patrons contact the Libraries for services and tasks.
- + Which activities are most commonly requested.
- + To listen to common patron frustrations.
- + Recognize gaps in our online presence that need to be addressed in the future website.
- + Provide space for creative brainstorming (e.g., 'What's on your wish list?')

*\*Note:* Nearly every person, place, or thing can be a service point in the Libraries and Learning Commons. Furthermore, many individuals perform multiple duties and work at different locations. Therefore, based upon feedback gathered at Library Council, the survey inquired about known patron needs (rather than inquiring about specific service points).

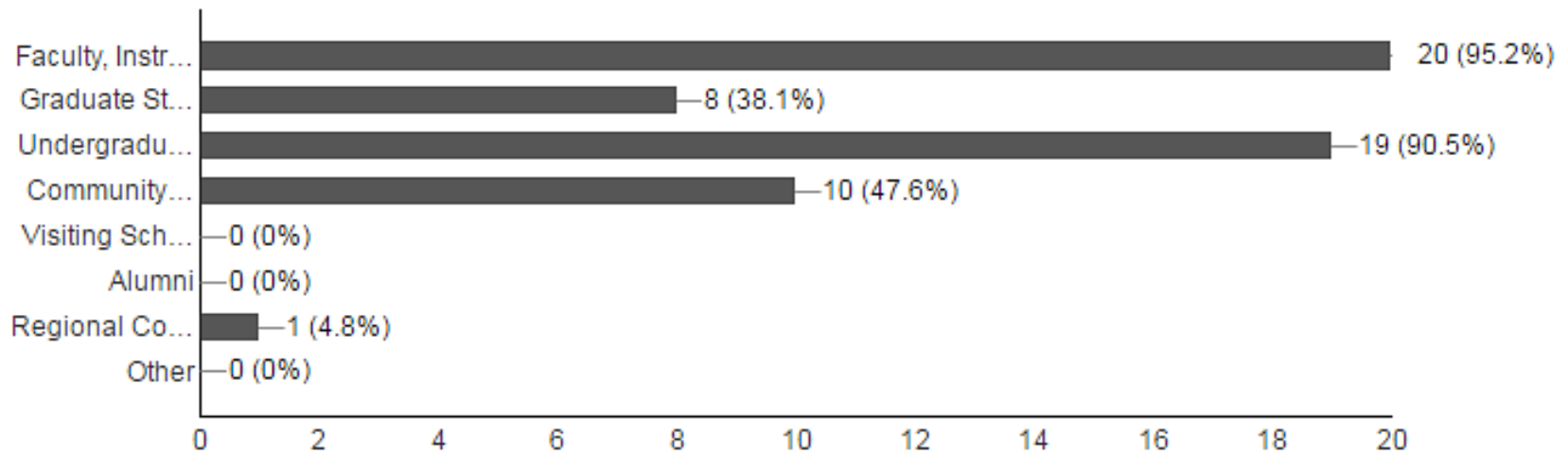
The survey closed on Friday, May 13th;  
we received twenty-one responses.

## Patron Populations?

### Patron Population Identification

Which patron population do you work with the most? Choose the top three, please.

(21 responses)

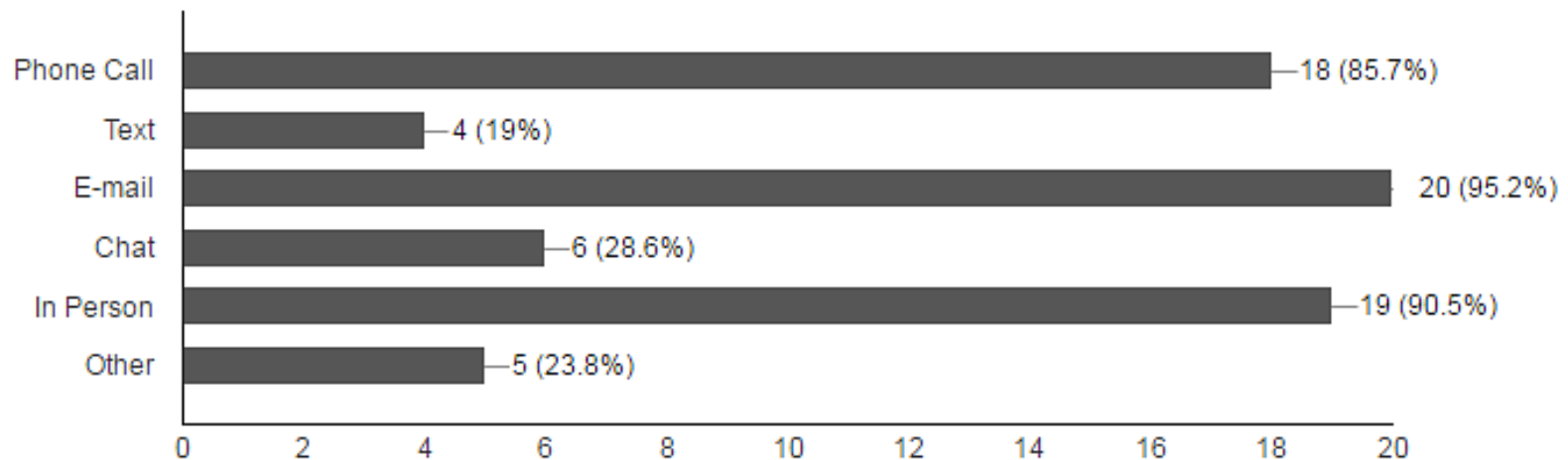


# Contact Methods?

## Contact Methods

How do patrons contact you for help or questions? (Please select all that apply).

(21 responses)



Examples found in the 'Other' category included web submission forms, Canvas, and referrals from the Circulation Desk.

# Most commonly requested services (by patrons)?



**Research, quick reference, and writing support:** 10 respondents

**Using the Libraries (e.g., Reserves, Study Rooms, Pay Fines):** 6 respondents

**Access to collections (e.g., CEDAR or ILLiad):** 2 respondents

**Teaching and learning workshops:** 2 respondents

**Records access and / or management:** 1 respondent

# Common frustrations expressed by patrons?

**Not being able to locate key services from the homepage.** Examples include...

- Posting retention schedules online.
- Finding research and writing help.
- Locating and using InterLibrary Loan.
- Cannot find CEDAR.
- Cannot find information about course reserves (and accompanying services).
- Program vs. services offered paradigm.

**Navigation is not intuitive.** Examples include...

- Navigation across the entire website is difficult.
- Too much and / or cluttered.
- Library maps should be updated and featured on the homepage.

**Difficulty in accessing library accounts or request services.** Examples include...

- Outdated web forms.
- Paying fines process is difficult and not intuitive.

**Unaware of teaching and learning resources.** Examples include...

- Cannot find, or are completely unaware of, subject and research guides.
- Cannot find information about workshops or events.





# Wish List Items?

## **Discovery of Services, Staff, Spaces, and Collections:**

- Take a Tour Feature
- Teaching and learning "portal"
- Instructional services menu.
- Make subject-based searching easier across the website.

## **Author Support (for Libraries personnel):**

- Improved authoring capabilities for webpage managers.
- Improved capability to post PDF templates and forms.
- Intuitive navigation and clean appearance.
- Improved exhibits and displays functionality.

## **Service-related:**

- Better / step-by-step instructions for use of key services such as InterLibrary Loan and course reserves.

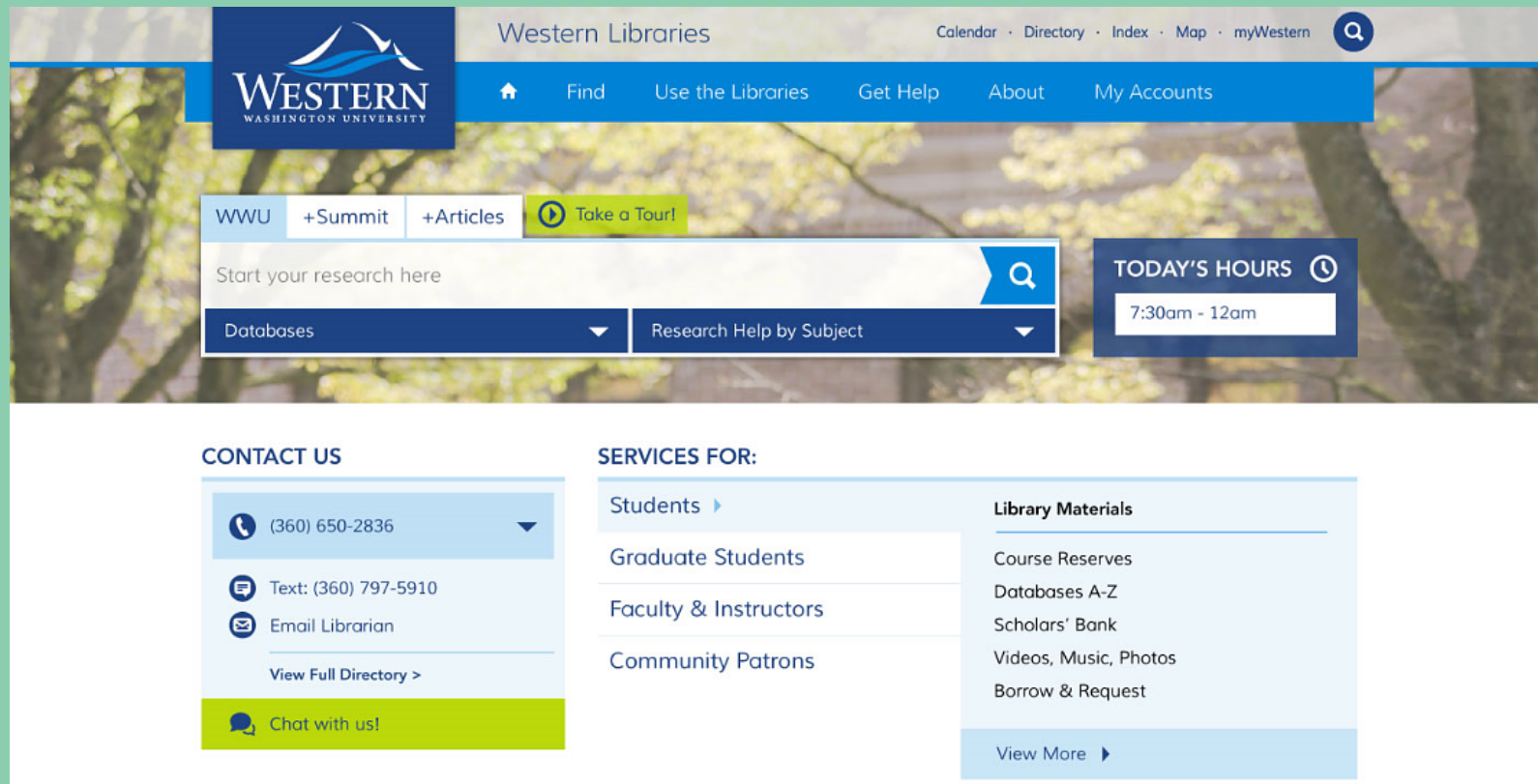
## **Miscellaneous:**

- Make OneSearch stand out more.
- Make Chat with Us! more obvious, and located throughout the website.

# Action Items

**Patron Populations:** According to the survey results, faculty, graduate students, undergraduate students, and community members were the four most commonly served patron populations. Furthermore, the IA identified a need to organize services by patron population. Thus, the Libraries Website Re-Design Team will create a feature titled "Services for..."

This feature will be located on the homepage, and will provide links to relevant services for each patron population in an easy-to-use manner.

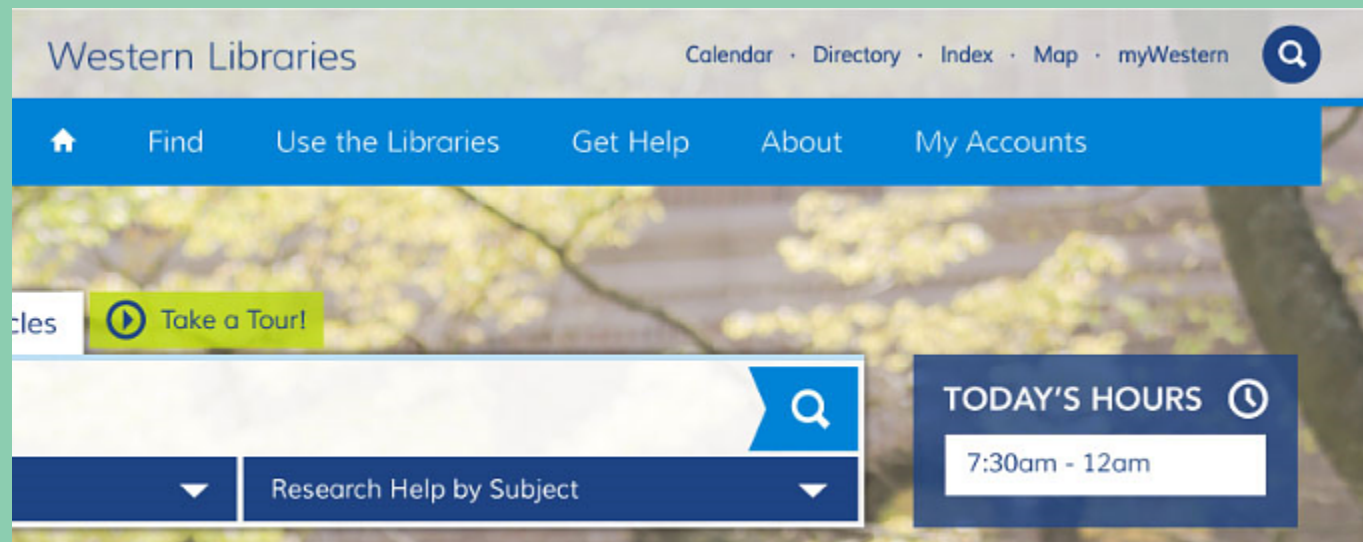
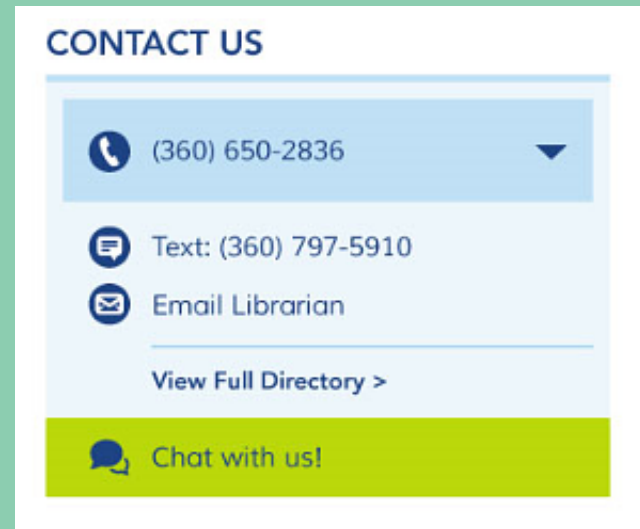


# Action Items

**Contact Us:** As the primary contact methods are phone calls and e-mail, we will provide the full array of contact information (and methods) in a series of quick links on the homepage.

**Chat:** Our chat feature will be located throughout the Libraries website in order to provide quick access to library professionals by our patrons.

**Library Hours:** This commonly requested feature (and according to Google Analytics, one of our most heavily visited features) will be displayed at the top of the homepage, with a visible title and relevant information.



# Action Items

**Mobile Display:** With the rapid increase in use of mobile devices (i.e., tablets and smartphones), we've invested time in creating a mobile-friendly website design.

**Navigation:** In addition to creating new and renovating existing information architecture for the website, we will provide improved (secondary) navigation options.



The screenshot displays the Western Libraries website interface. At the top, the Western Washington University logo is on the left, and navigation links (Calendar, Directory, Index, Map, myWestern) are on the right. Below this is a blue header bar with links: Home, Find, Use the Libraries, Get Help, About, and My Accounts (highlighted in yellow). A clock icon indicates 'Today: 7:30am - 12am', and a chat icon says 'Chat with us!'. The main content area is titled 'Access Your Library Accounts'. On the left, a sidebar lists options: Access My Accounts (highlighted), OneSearch, Course Reserves, InterLibrary Loan, and Suggest a Purchase. To the right of the sidebar is a large image of hands typing on a laptop. Below the image is a paragraph of placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla et adipiscing sapien. Donec vehicula scelerisque augue, a dictum leo luctus ut. Dun sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Curabitur sed ultricies sem, in feugiat dui. Donec vehicula scelerisque augue, a dictum leo luctus ut. Dun sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Curabitur sed ultricies sem.' This is followed by a bulleted list: 'Donecsed Metus', 'Egestas Magna Mattis', and 'Tontimedum Portitor Gravidia'. Another paragraph of placeholder text follows: 'Donec vehicula scelerisque augue, a dictum leo luctus ut. Dun sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.' At the bottom, there are four links: 'Egestas Magna Mattis', 'Donecsed Metus', 'Egestas Magna Mattis', and 'Tontimedum Portitor Gravidia'.

Western Libraries

Calendar · Directory · Index · Map · myWestern

Find Use the Libraries Get Help About My Accounts

Today: 7:30am - 12am

Chat with us!

## Access Your Library Accounts

**Access My Accounts**

- OneSearch
- Course Reserves
- InterLibrary Loan
- Suggest a Purchase

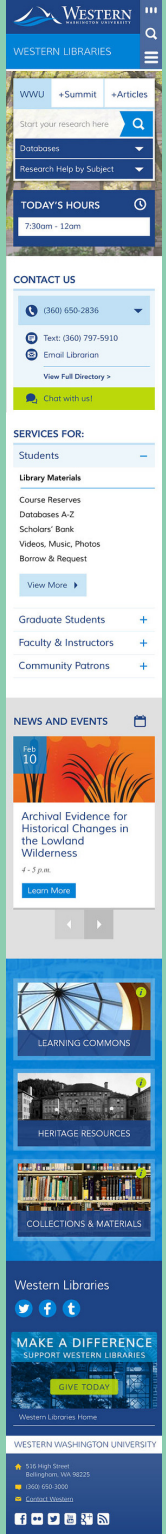
Donecsed Metus

Egestas Magna Mattis

Tontimedum Portitor Gravidia

Donec vehicula scelerisque augue, a dictum leo luctus ut. Dun sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

- [Egestas Magna Mattis](#)
- [Donecsed Metus](#)
- [Egestas Magna Mattis](#)
- [Tontimedum Portitor Gravidia](#)



This vertical sidebar contains various website features. At the top is the Western Washington University logo and a search icon. Below is a navigation menu with links: WWU, Summit, and Articles. A search bar prompts 'Start your research here'. There are dropdown menus for 'Databases' and 'Research Help by Subject'. A 'TODAY'S HOURS' section shows '7:30am - 12am'. The 'CONTACT US' section lists phone, text, and email options, along with a 'View Full Directory' link and a 'Chat with us!' button. The 'SERVICES FOR:' section lists 'Students' and 'Library Materials' with sub-links like 'Course Reserves', 'Databases A-Z', 'Scholar's Bank', 'Videos, Music, Photos', and 'Borrow & Request'. A 'View More' link is also present. Below this is a list of user types: 'Graduate Students', 'Faculty & Instructors', and 'Community Patrons'. The 'NEWS AND EVENTS' section features a 'Sep 10' date, an image of a field, and a headline 'Archival Evidence for Historical Changes in the Lowland Wilderness' with a 'Learn More' link. The bottom section is titled 'LEARNING COMMONS' and 'HERITAGE RESOURCES', followed by 'COLLECTIONS & MATERIALS'. Social media icons for Twitter, Facebook, and YouTube are shown, along with a 'MAKE A DIFFERENCE' campaign for 'SUPPORT WESTERN LIBRARIES' with a 'GIVE TODAY' button. The footer includes the Western Libraries Home link and physical address: '514 High Street, Bellingham, WA 98225', phone '360 650-2836', and a 'Contact Us' link.

WESTERN LIBRARIES

WWU Summit Articles

Start your research here

Databases

Research Help by Subject

TODAY'S HOURS

7:30am - 12am

CONTACT US

(360) 650-2836

Text: (360) 797-5910

Email Librarian

View Full Directory >

Chat with us!

SERVICES FOR:

Students

Library Materials

Course Reserves

Databases A-Z

Scholar's Bank

Videos, Music, Photos

Borrow & Request

View More >

Graduate Students

Faculty & Instructors

Community Patrons

NEWS AND EVENTS

Sep 10

Archival Evidence for Historical Changes in the Lowland Wilderness

4 - 5 p.m.

Learn More

LEARNING COMMONS

HERITAGE RESOURCES

COLLECTIONS & MATERIALS

Western Libraries

MAKE A DIFFERENCE

SUPPORT WESTERN LIBRARIES

GIVE TODAY

Western Libraries Home

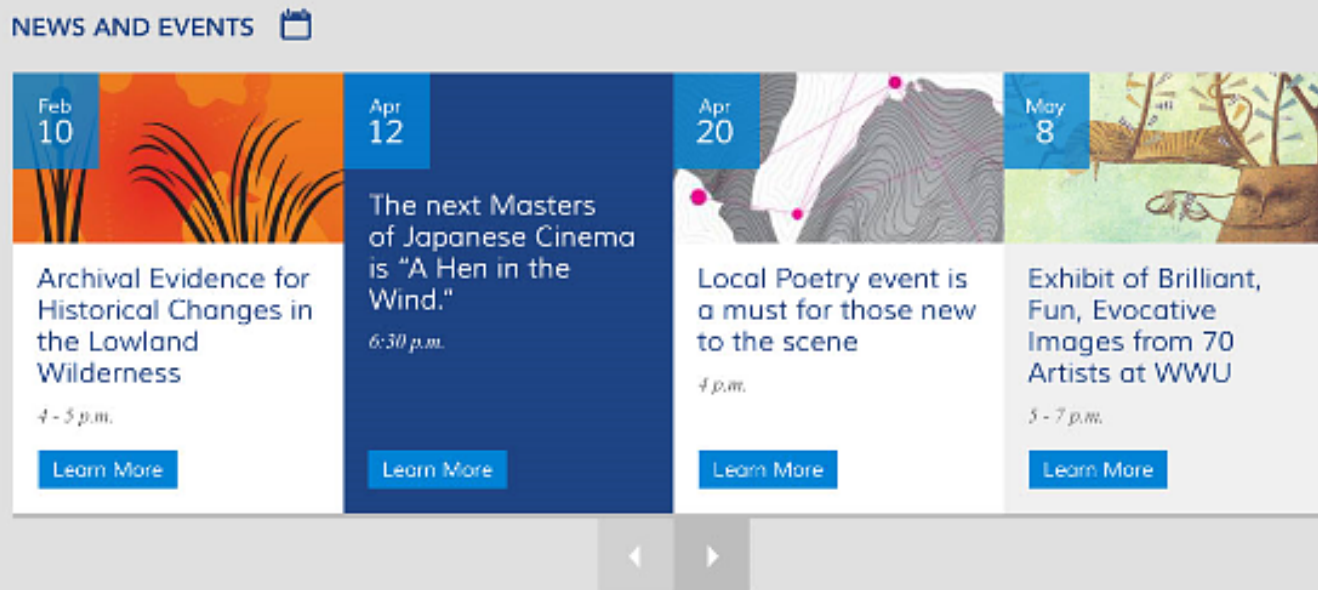
WESTERN WASHINGTON UNIVERSITY

514 High Street  
Bellingham, WA 98225  
360 650-2836  
Contact Us

Facebook Twitter YouTube

# Action Items

**News, Events & Exhibits:** The 'News & Events' functionality will be improved on the new Libraries' website, and in accordance with usability best practices, will be presented to users in a horizontal fashion. We hope to translate this functionality to our Exhibits, too.



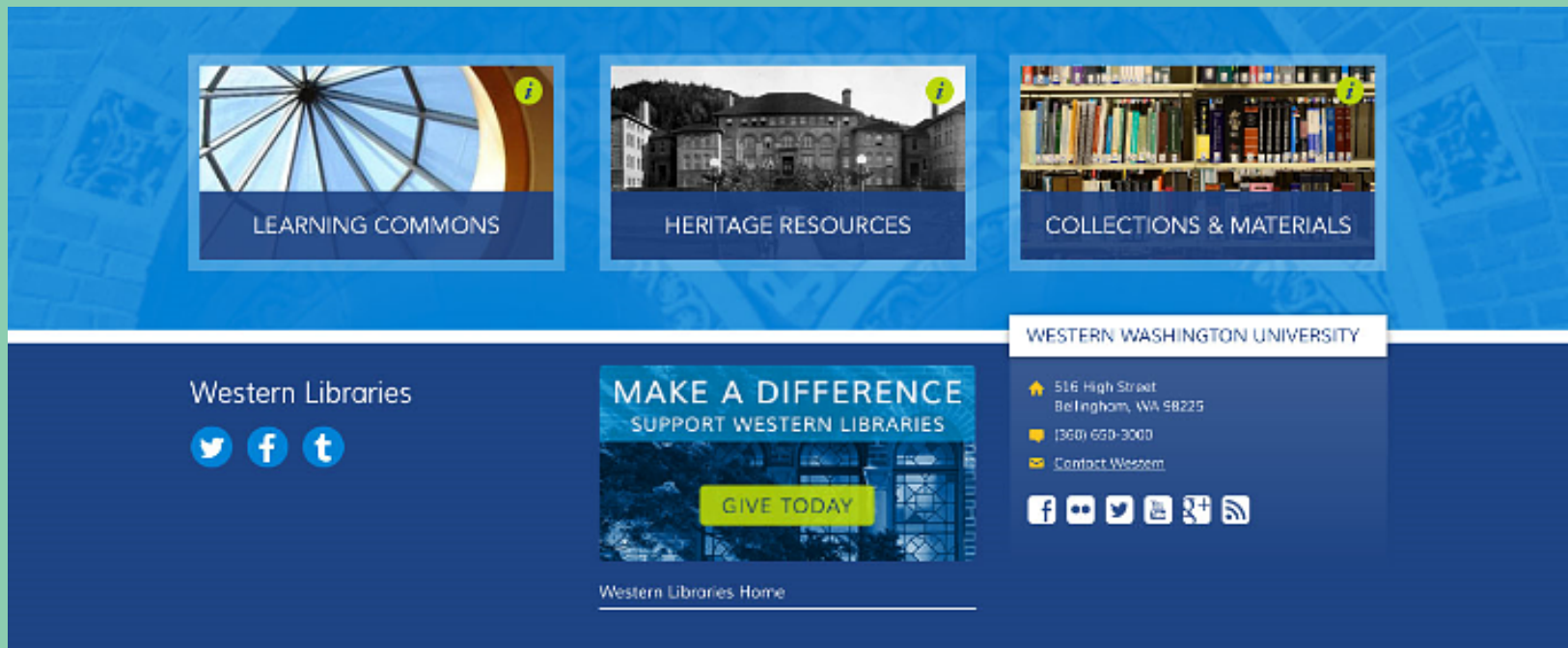


# Action Items

**Discovery:** A common theme among the survey results centered around improved discovery of library-related services, spaces, personnel, and collections. Thus, we would like to provide a discovery portal to the Libraries' three main branches: Heritage Resources, Scholarly Collections, and the Teaching & Learning.\*

- Search = Task-oriented; Looking for a known item. Top half of the website.
- Discovery = Exploratory; Open-ended inquiry about a service or item. Lower half of the website.

\*Note: If this feature is not intuitive to our users in the Fall 2016 user testing, we will remove it.



# Revised IA

IA = Information Architecture.  
Information architecture is the organization and labeling of electronic content in order to help users find relevant content and complete tasks.

Based upon the card sort activity and the survey results, the following FIVE main categories have been identified:

## **Get Help**

Patrons come here to use curricular, curricular-embedded, and co-curricular services.

## **Find**

Patrons come here to find scholarly and research materials.

## **Use the Libraries**

Patrons come here to use available spaces, services, and technology.

## **About the Libraries**

Patrons come here to access general library information.

## **Access My Accounts**

Patrons come here to access their accounts in a single location.

# Where are we now?

- Current development in a Drupal 7, or "college site," environment.
- Completed, and revised, IA based on data from both the card sort *and* the survey results.
- Complete migration document for testing purposes (See below for a screenshot example).

About -- Focus Statement: "Patrons come here to learn about general library information."						
New IA Category (Second Level)	Third Level Page(s)	Fourth Level Page(s)	URL	Platform	Work Unit / Stakeholders	Content Type?
Hours & Personnel	Staff Directory	N/A.	<a href="http://library.wvu.edu/staffdirectory">http://library.wvu.edu/staffdirectory</a>	Drupal	Libraries Admin	
	Creative and Scholarly Works (2014-2015)		<a href="http://library.wvu.edu/scholarly_works">http://library.wvu.edu/scholarly_works</a>	Drupal	LibComm	
	Maps of the Libraries		<a href="http://libweb1.library.wvu.edu/maps/">http://libweb1.library.wvu.edu/maps/</a>	Drupal	Chad / Tom	
	Organizational Chart		<a href="http://library.wvu.edu/sites/library.wvu.edu/files/lib_org_chart_current.pdf">http://library.wvu.edu/sites/library.wvu.edu/files/lib_org_chart_current.pdf</a>	Document (PDF)	Libraries Admin	
	Hours		<a href="http://library.wvu.edu/hours">http://library.wvu.edu/hours</a>	Drupal	Libraries Admin	
	Code of Conduct		<a href="http://library.wvu.edu/library_conduct">http://library.wvu.edu/library_conduct</a>	Drupal	LibComm	
Giving to the Libraries	Make a Gift to the Libraries	Give to Western Libraries	<a href="http://library.wvu.edu/give">http://library.wvu.edu/give</a>	Drupal	Libraries Admin	
		Honor with Books Program	<a href="http://library.wvu.edu/give_honorbooks">http://library.wvu.edu/give_honorbooks</a>	Drupal	Libraries Admin	
		Give to the Children's Literature Collection	<a href="http://library.wvu.edu/give_clc">http://library.wvu.edu/give_clc</a>	Drupal	Sylvia	
		Give to Heritage Resources	<a href="http://library.wvu.edu/hr/giving">http://library.wvu.edu/hr/giving</a>	Drupal	HR	
		Give to the Map Collection	<a href="http://library.wvu.edu/give_map">http://library.wvu.edu/give_map</a>	Drupal	Rob / Dennis	
		Establish a Library Endowment	<a href="http://library.wvu.edu/give_endowment">http://library.wvu.edu/give_endowment</a>	Drupal	Libraries Admin	
	Gifts Policies & Procedures	Policies & Procedures	<a href="http://library.wvu.edu/give">http://library.wvu.edu/give</a>	Drupal	Mike / Circ Services	
		Gift-in-Kind Form	<a href="http://www.library.wvu.edu/sites/library.wvu.edu/files/online_donor_form.pdf">http://www.library.wvu.edu/sites/library.wvu.edu/files/online_donor_form.pdf</a>	Document (PDF)	Mike	
Exhibits & Displays	Art Displays & Exhibits	Art Exhibits	<a href="http://library.wvu.edu/exhibits_art">http://library.wvu.edu/exhibits_art</a>	Drupal	Arts Committee	
		Themed Exhibits	<a href="http://library.wvu.edu/exhibits_haggard2">http://library.wvu.edu/exhibits_haggard2</a>	Drupal	Pattie M.	
		Special Collections Exhibits	<a href="http://library.wvu.edu/exhibits_speccollection">http://library.wvu.edu/exhibits_speccollection</a>	Drupal	HR	



### Goal? Soft Launch in Fall 2016

- Provide a link to the new website on the current site.
- Partner with Libraries Communication to inform the campus community about the new website.
- When possible, continue to improve existing Drupal environment for all stakeholders.

### User Testing in Fall 2016

- Conduct robust user testing on new Libraries website.
- Will focus on tests on our users' ability to find Library-related personnel, policies, services, news, and collections on the new site.
- Testing will occur within, and outside, the Libraries physical spaces.
- Use completed user personas to further guide website development, user testing, and future content strategy decisions.

### Author Support: Update Materials

- Develop new, or improve existing, library services pages. Example? Printing and copying "How To's."
- When we have a confirmed "Go Live" date, we will inform all stakeholders so that they can update materials and webpages (if necessary).

### User Testing Schedule

- Sept. 27th - Sept. 29, Red Square (Noon to 3:00 p.m.)
- Oct. 4th - Oct. 6th, Red Square (Noon to 3:00 p.m.)
- Oct. 18th - 20th, Viking Union (Noon to 3:00 p.m.)
- Nov. 8th - 10th, Libraries (Noon to 3:00 p.m.)

### User Testing Process: Goals & Details

- Pilot Test: The UDWG will pilot test the tasks (with personnel) to discover any easy fixes to scripts or tasks (i.e., such as jargon).
- Quantity of Testers: As per usability best practices, the UDWG is seeking 5-7 testers per task.
- Quantity of Tasks: 3-5 tasks per "theme." Themes include...
  - Find People (Goal: Contact the right personnel for service support)
  - Find Policies (Goal: Find the appropriate policy for gifts, Circulation, and much more)
  - Find Research or Academic Help (Goal: Find the relevant instructional service)
  - Find Events (Goal: Find the latest news and/or events at the Libraries)
  - Find Materials (Goal: Search for a specific collection for a paper)

- **Objectives:** What the UDWG wants to know about how users use the website.
- **Tasks:** The activity, provided in natural language, that the UDWG asks the tester to perform.
- **Metrics / Successful Completion Criteria:** How the UDWG will know that patrons are successful in navigating and retrieving information.

### Objectives, Related Tasks & Metrics

#### METRICS RUBRIC

SCC: Successful Completion Criteria (i.e., What does success look like?)

OBJECTIVES: Find Library Materials	TASKS	METRICS
a. Find an item that the library owns which is available.	Note: Tasks have not yet been completed.	SCC: User searches the library catalog by title, and can decipher catalog record to determine status and location.
b. Find an item that the library owns but is checked out. Request the item, using the Request Options function within the catalog.		SCC: User searches the library catalog by title OR author, can choose correct record, and can decipher catalog record to determine status. User is able to place a hold on the item using the "Request WWU Copy" function, OR is able to request the item using Summit.
c. Find an item that the library does not own, but that is available through Summit. Request the item using Summit or ILLiad.		SCC: User searches the library catalog by title and determines the library does not own this item. User is then able to request the item through Summit OR ILLiad.
d. Find a peer-reviewed article on a particular topic.		SCC 1: User chooses an interdisciplinary index (ProQuest) or a discipline-based index from the subject drop-down under given subject. User enters topic in index search box. User filters results before or after the results display.
		SCC 2: User chooses to conduct a search in OneSearch (using the Basic or Advanced search interface). User enters topic in index search box, within the 'Articles + More' tab, and filters results before or after the results display.